SYRACUSE
HERALD-JOURNAL
Evening
THE POST-STANDARD
Morning
Herald American
Sunday

CLINTON SQUARE, P.O. BOX 4915, SYRACUSE, NEW YORK 13221

RECEIVED

Supplements

October 21, 1982

Mr. Leo Baumohl
Wells, Rich, Green Advertising
660 Madison Avenue
New York, New York 10022

Re: Benson & Hedges August 8 Empire Magazine

Dear Mr. Baumohl:

It has come to our attention that in this issue of Empire Magazine we were able to maintain only a 3 page separation between Benson & Hedges Deluxe and a competitive product. Under normal circumstances we comply with the positioning requests of our advertisers, and in fact we have received very few if any complaints this year regarding positioning.

Unfortunately, a problem with our printer contributed greatly to our providing only a 3 page separation between Benson & Hedges and a competitive brand. Our printer, Art Gravure of Cleveland, was unable to give us a normal 4-color imposition which would have allowed for the 4 page separation. We did not discover the problem, however, until after the magazine had already been laid out. In order to correct the situation we were forced to move some four color ads and since we were in a deadline situation probably did not pay as close attention as we should have to separations of competitive brands.

This particular case was a rather unusual situation. We have established more stringent controls to help us avoid these last minute problems.

We recognize the importance of the positioning requests - not only in terms of the actual position in the magazine, but also in terms of competitive separations - to your client and we will make every conscious effort to see this problem does not reoccur. If you have any questions regarding this matter or would seek any further clarification please feel free to call me at 315-470-2085.

Cordially,

David Kaczorowski

David R. Kaczorowski
National Advertising Manager

DRK/dm

cc: Cheryl Lee - Media Coordinator, Philip Morris, Inc.
Claude Beck - Director of Media, Philip Morris, Inc.
Robert Davis - Sunday Metro, New York

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